8/17/87 A2500-2

Paper Paperboard & Wood Pulp

MONTHLY STATISTICAL SUMMARY - Vol. 65 - No. 7 JULY 1987

PAPER AND PAPERBOARD PRODUCTION: HOLDING STEADY AT RECORD-HIGH RATES

Production of paper and paperboard in June continued along the record-high path it has been following throughout this year. The seasonally adjusted monthly rate of production in June was above the 6 million-ton level for four out of the past six months, and in no month was it below 5.9 million tons. For the entire first half of 1987, the production rate averaged 72.5 million tons per year, 4.2% above its year-earlier rate and 2.3% above the total 1986 high.

The seasonally adjusted rate is computed on the basis of such factors as the number of days in the month; the pattern of market demand of the different markets for paper and paperboard products; and, as an almost unique feature of the paper industry, the effect on production of shutdowns for maintenance and repair in July and December. During the past two years the labor contracts associated with these shutdowns have changed, and many mills remained open last December, spiking the computed seasonally adjusted rate sharply upward. Weekly data for July indicate that a relatively large number of mills remained open in July, breaking the pattern of past years.

Paper: While strength in demand has been evident in both the paper and paperboard sectors of the industry, the ratio of paper production relative to capacity has been lower than the paperboard ratio. Part of this reflects the relatively large increases in capacity in some of the printing-writing paper grades, and part the weakness in demand for kraft packaging papers. At the same time, the rate of total paper production in the first half of 1987 was at a record-high 36.0 million tons per year, 3.2% ahead of its year-ago level.

The major strengths during May and June were in the printing-writing paper and "other paper" grades. Demand for coated papers has been particularly strong. New orders moved sharply above shipments during the spring months, the backlog of orders rose steeply, and the six-month shipments total was an impressive 12% above its year-ago level. The gains in demand were centered on commercial printing and book publishing; demand by magazine and other periodical publishers showed only nominal increases. Shipments of uncoated free sheet paper were also above their year-ago level, with incoming orders remaining close to the shipments level and the unfilled order backlog remaining firm. Major gains were in commercial printing and office-copy paper.

COPYRIGHT © 1987 AMERICAN PAPER INSTITUTE 260 Madison Avenue New York, N.Y. 10016

Shipments of unbleached kraft papers have softened, largely as a result of declines in demand for bag and sack papers, which was only partially offset by increases in demand for multiwall bag papers. However, in the past 12 to 18 months some kraft paper capacity has been shifted to other grades.

Paperboard: The strength in paperboard demand is spread throughout the grade structure; production of each major furnish showing gains in the 3% to 6% range over their year-ago totals. The 6% gain was recorded in production of kraft linerboard, while semichemical paperboard posted a 5.6% increase. The strength in output of these containerboard grades reflected the heavy demand for corrugated shipping containers. Even with these record-high production rates, inventories of containerboard at mills and plants at the end of the first half of 1987 were only about 200,000 tons above the year-end 1986 level. The current rate was equivalent to 5.6 days of supply.

Demand for the boxboard grades showed only modest growth, as indicated by the 2.2% increase in production of boxboard for domestic use. However, production of the non-packaging grades showed somewhat greater strength; these grades are included in the "All other paperboard" category shown at the bottom of the table on page 3. That same table shows that total paperboard exports in the first half of 1987 just matched their year-earlier total, running at 3 million tons per year, accounting for 8% of domestic production.

IMPORTS AND EXPORTS

Although imports of paper, paperboard and converted products eased in May, the month-to-month imports so far this year have fluctuated in a narrow range about a fairly flat trend. For the entire January-May 1987 period, imports averaged 12.7 million tons per year, 9.6% above their year-ago level. Paper imports were up 8.6, but imports of paperboard rose by 49%. Most of the increase in paperboard imports occurred in the recycled grades, with the year-to-date rate reaching 184,000 tons per year. Among the paper grades, the uncoated groundwood and coated paper grades showed relatively strong gains, while imports of uncoated papers declined. Imports of unbleached kraft papers were 84% above their year-ago total, coming in at a rate of 169,000 tons per year, with most of the tonnage coming from Canada. Although domestic production of unbleached kraft papers is presently running some 7% below year-ago levels, kraft paper machines are operating at about 95% of capacity, reflecting, in part, a swing to kraft linerboard on some of the dual purpose machines.

Exports of paper, paperboard and converted products have also fluctuated in a narrow range about a flat trend so far this year. For the entire January-May period, exports averaged 5.1 million tons per year, up 7.3% from their comparable year-ago level. Paper exports were up 5.5%, as increases in some of the printing and writing papers were partly offset by declines in uncoated groundwood paper and "other papers" -- largely special industrial papers. Total paperboard exports gained modestly, with unbleached kraft linerboard exports rising 8.7% and recycled paperboard exports falling some 30%.

Continued on Page 11

PAPER AND PAPERBOARD STATISTICS

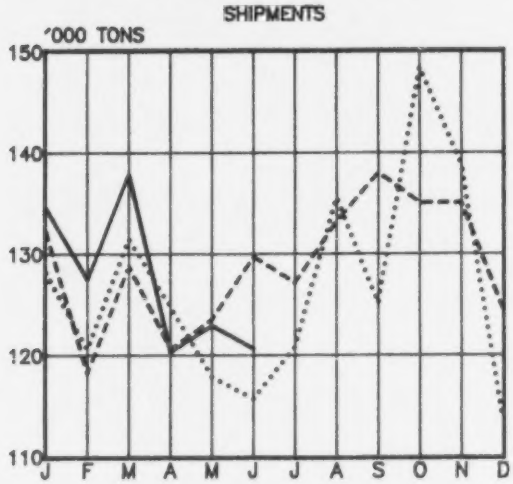
PRODUCTION, SHIPMENTS AND ORDERS
(Thousands of Short Tons)

	YEAR 1985	YEAR 1986	MAR 1987 (R)	APRIL 1987 (R)	MAY 1987 (P)	JUNE 1987 (P)	Annual Rate Y-T-D 1987	% Change From same Period Last Year
PAPER								
Newsprint - Production	5,428	5,630	475	462	500	490	5,717	2.4
- Shipments	5,431	5,638	487	472	499	497	5,737	4.1
Printing & Writing Sum (R)	18,423	19,601	1,722	1,693	1,684	1,702	20,192	4.8
Groundwood Paper - Shipments (R)	1,521	1,540	138	120	123	121	1,527	1.5
- New Orders (R)	1,477	1,553	154	109	121	144	1,553	2.8
-Unfilled Orders (R)	106	124	127	116	114	146	146	27.0
Coated Papers Shipments (R)	5,875	6,263	548	548	554	569	6,631	9.7
- New Orders (R)	5,642	6,334	527	561	630	665	6,922	12.4
- Unfilled Orders (R)	393	469	429	446	521	629	629	40.5
Unctd Free Sheet - Shipments (R)	9,690	10,410	919	906	891	903	10,658	3.4
- New Orders (R)	9,704	10,485	900	891	903	916	10,604	1.4
- Unfilled Orders (R)	509	587	544	538	551	553	553	-5.0
Thin Papers - Shipments	262	247	20	20	19	18	234	-8.9
Cotton Fiber Paper - Shipments	144	152	15	14	13	15	165	6.1
Bleached Bristols - Production	930	990	83	85	86	76	977	-2.9
Tissue Paper - Production	4,941	5,095	446	429	441	438	5,213	2.1
Total Packaging & Other Paper	5,204	5,117	448	425	396	409	5,110	-0.6
Unbl. Kraft Paper - Shipments	3,403	3,303	274	265	233	249	3,120	-7.1
Other Paper - Production	1,801	1,814	174	160	162	160	1,990	11.7
TOTAL PAPER-Production-Unadj.	33,996	35,443	3,090	3,009	3,021	3,038	36,232	3.2
-Production-S.A.			2,927	3,015	2,974	3,055	35,976	3.2
PAPERBOARD PRODUCTION								
Solid Wood Pulp Furnish	25,404	27,336	2,440	2,320	2,464	2,401	28,481	5.2
Total Unbl. Kraft Paperboard	16,368	17,689	1,559	1,492	1,626	1,588	18,472	5.0
Unbl. Kraft Linerboard (1)	15,183	16,402	1,426	1,381	1,515	1,469	17,130	6.0
Production for Export	1,830	2,246	177	184	190	187	2,206	-0.9
Other Unbl. Kraft Paperboard	1,184	1,287	133	111	112	119	1,342	1.1
Semichemical Paperboard	5,088	5,376	491	463	463	466	5,604	5.6
Production for Export	189	213	13	18	24	19	219	22.5
Solid Bleached Paperboard	3,948	4,271	390	366	375	347	4,405	3.1
Production for Export	466	569	59	54	50	37	586	3.9
Recycled Paperboard	7,630	8,083	754	741	647	709	8,549	5.3
Production for Export	26	70	4	3	3	2	33	-56.8
TOTAL PAPERBOARD-Prod.-Unadj.	33,034	35,419	3,194	3,061	3,111	3,110	37,030	5.2
- Containerboard Prod.(Dom. Use)	20,042	21,426	1,916	1,846	1,956	1,921	22,552	6.9
- Boxboard Prod.(Dom. Use) (2)	5,673	5,903	534	513	490	490	6,120	2.2
- All Other P'bd Prod.(D.U.) (2)	4,808	4,992	492	444	397	454	5,314	5.1
- Total Paperbd Prod. for Export	2,511	3,097	253	258	267	245	3,043	0.0
TOTAL PAPERBOARD PROD.- S.A.			2,984	3,052	2,966	3,040	36,498	5.3
TOTAL PAPER AND PAPERBOARD								
Production - actual	67,030	70,861	6,285	6,070	6,132	6,149	73,262	4.2
Production - S.A.			5,912	6,068	5,940	6,096	72,474	4.2

(1)Includes all exports of kraft paperboard. R - Revised P - Preliminary S.A. - Seasonally Adjusted
(2)Data for unbl. kraft folding boxboard incl. in All Other P'bd.

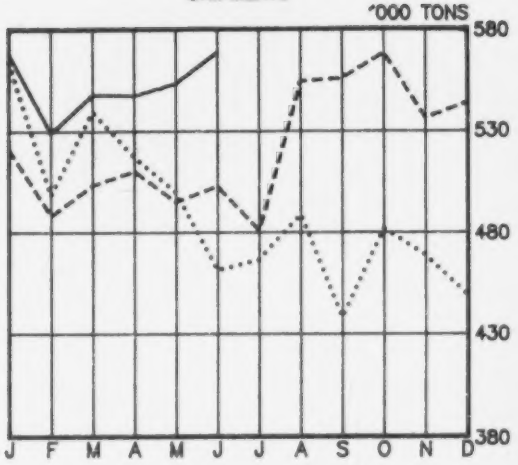
GROUNDWOOD PAPER, UNCOATED

SHIPMENTS



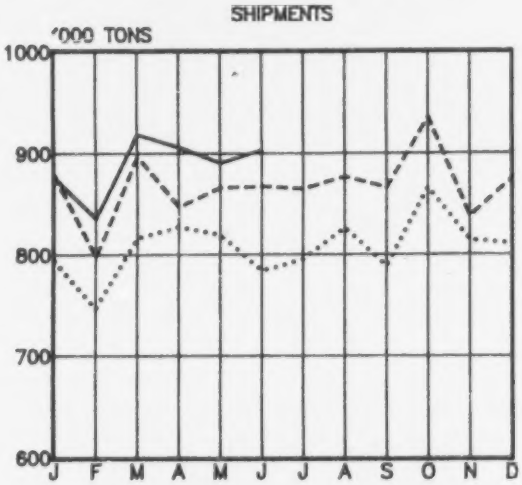
COATED PAPER

SHIPMENTS



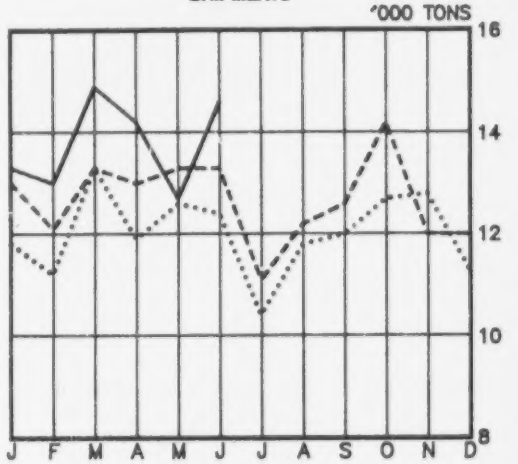
UNCOATED FREE SHEET PAPERS

SHIPMENTS



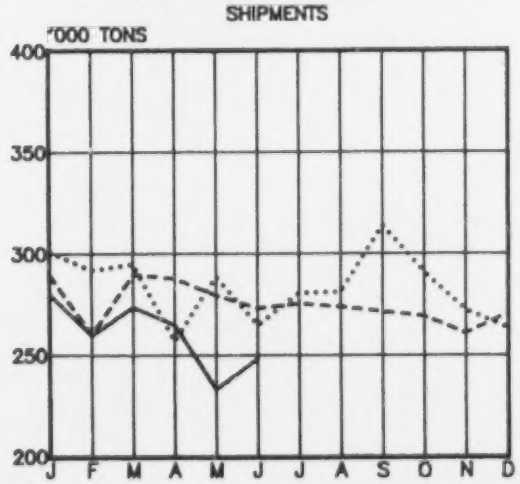
COTTON FIBER PAPER

SHIPMENTS



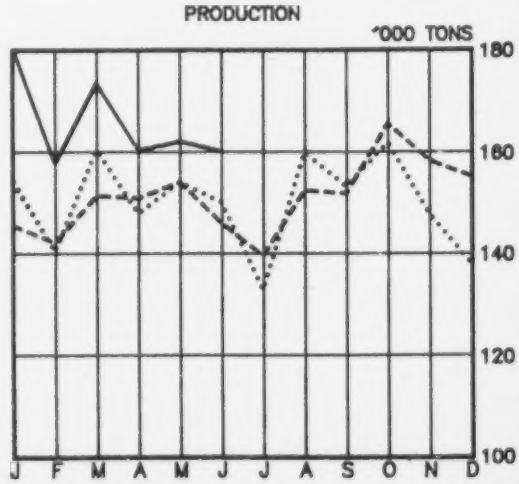
UNBLEACHED KRAFT PACKAGING AND INDUSTRIAL CONVERTING PAPER

SHIPMENTS



OTHER PAPER

PRODUCTION



1985 ..... 1986 ----- 1987 ———

WOOD PULP STATISTICS
(Thousands of Tons)

	YEAR 1985	YEAR 1986	FEBRUARY 1987	MARCH 1987	APRIL 1987	MAY 1987	Annual Rate Y-T-D 1987	% Change from Same Period Last Year
TOTAL WOOD PULP				R	P			
Total Wood Pulp - Production	54,147	57,268	4,616	5,026	4,882	4,875	58,740	3.7
- Imports	4,466	4,582	392	447	377	388	4,911	9.1
- Exports	3,791	4,458	372	471	390	377	4,599	3.8
- New Supply	54,821	57,392	4,635	5,002	4,869	4,886	59,052	4.1
Dissolving Pulp - Production	1,174	1,258	98	114	108	99	1,266	1.9
- Imports	175	255	19	20	25	13	213	-11.8
- Exports	634	711	65	83	53	52	749	9.7
- New Supply	718	801	52	51	74	60	729	-8.9
Paper Grades - Production	43,696	46,333	3,750	4,077	3,966	3,956	47,659	3.9
Chemical Pulp - Imports	4,104	4,220	363	403	341	365	4,550	9.5
- Exports	3,131	3,689	306	383	329	323	3,822	4.1
- New Supply	44,668	46,864	3,807	4,097	3,978	3,998	48,387	4.4
Groundwood and - Production	5,251	5,545	443	474	457	475	5,631	2.7
Thermo-Mech. - Imports	187	108	10	24	12	10	148	38.7
- Exports	29	59	1	5	3	2	27	-65.1
- New Supply	5,409	5,594	452	493	466	482	5,751	4.4
Semi-Chemical - Production	4,027	4,133	324	361	350	346	4,184	3.2
- Imports								
- Exports								
- New Supply	4,027	4,133	324	361	350	346	4,184	3.2
MARKET WOOD PULP								
Total Market - Production	6,800	7,567	595	686	670	636	7,812	6.3
Wood Pulp - Imports	2,791	3,048	224	288	248	224	2,890	-4.8
- Exports	3,784	4,470	359	444	381	388	4,485	2.6
- New Supply	5,807	6,145	460	530	537	472	6,218	3.4
Dissolving Pulp - Production	1,172	1,251	98	113	108	99	1,259	2.1
- Imports	174	212	17	17	19	7	159	-23.8
- Exports	667	718	65	73	61	64	730	5.3
- New Supply	679	745	49	57	66	42	689	-8.0
Paper Grades - Production	5,613	6,303	495	572	561	536	6,539	7.2
Chemical Pulp - Imports	2,531	2,754	205	246	225	214	2,637	-4.0
- Exports	3,117	3,752	294	371	320	325	3,755	2.1
- New Supply	5,028	5,305	406	447	466	425	5,421	4.8
Groundwood Pulp - Production	15	13	1	1	1	1	14	15.4
and All Other - Imports	86	83	3	24	5	4	94	15.6
- Exports	1	0	0	0	0	0	0	0.0
- New Supply	100	96	4	26	6	5	108	15.6

SOURCES. Total Wood Pulp Production & Market Wood Pulp Production, Imports & Exports - Pulp Division, Pulp, Materials and Technology Group, API. Total Wood Pulp Imports & Exports - Department of Commerce.

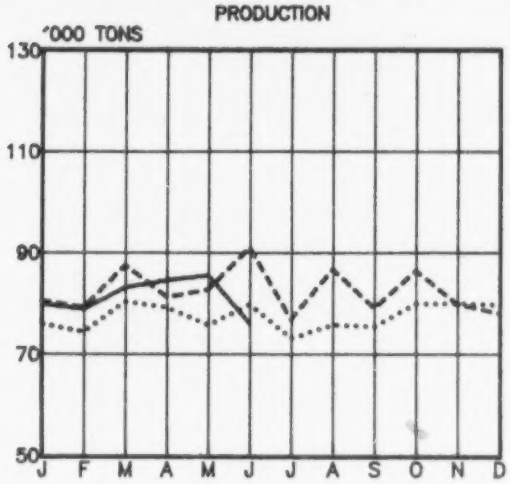
FIBROUS RAW MATERIALS
(Thousands of tons)

CONSUMPTION AT PAPER & PAPERBOARD MILLS					R	P		
Total	69,670	73,225	5,957	6,484	6,228	6,330	75,558	3.3
Total Wood Pulp	54,047	56,555	4,577	4,998	4,791	4,830	58,197	3.8
Waste Paper	15,623	16,670	1,380	1,485	1,437	1,500	17,361	3.7
INVENTORIES								
Chemical Paper Grade Market Pulp								
Producers' Own-Use Inventories	165	174	200	198	186	183	183	11.5
Producers' Market Inventories	485	284	338	292	300	282	282	-22.5
Consumers' Purchased Inventories	492	569	561	573	580	570	570	12.1
Waste Paper at Paper & Bd. Mills	969	933	769	755	775	752	752	-7.8
Days of Supply at Pulp Mills of								
Chemical Paper Grade Mkt Pulp	30	16	19	16	16	15	15	-28.6

SOURCES: Wood Pulp Data, Pulp Division, Pulp, Materials and Technology Group, API. Waste Paper Data, Paper Recycling Committee, API.
P - Preliminary; R - Revised; (0) - Indicates zero to five-hundred short tons

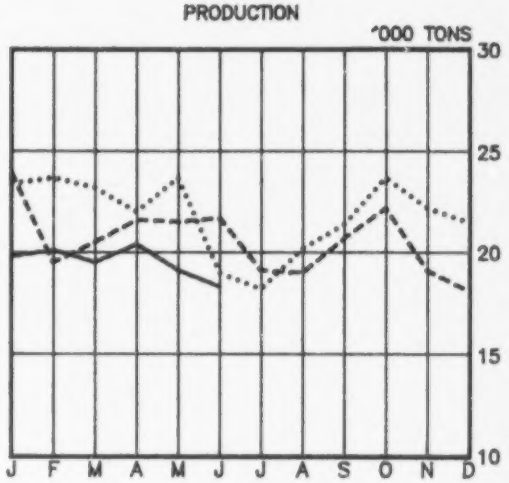
BLEACHED BRISTOLS

PRODUCTION



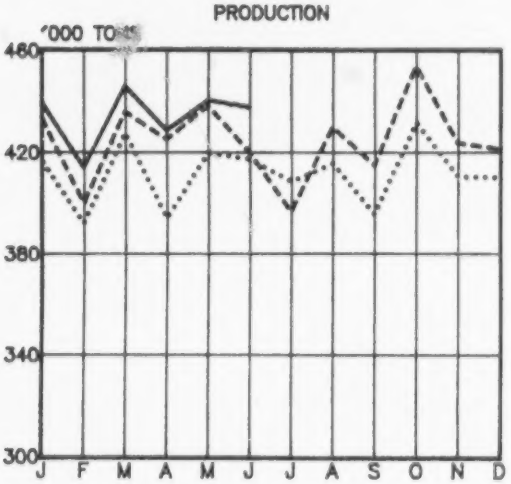
THIN PAPER

PRODUCTION



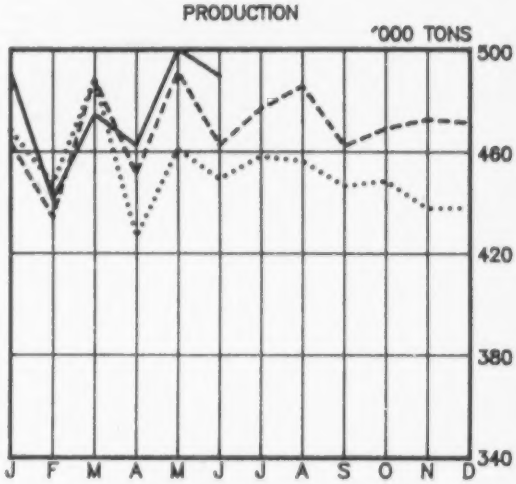
TISSUE PAPER

PRODUCTION



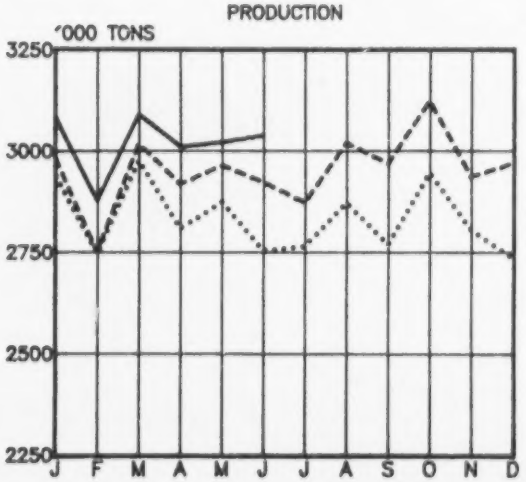
NEWSPRINT

PRODUCTION



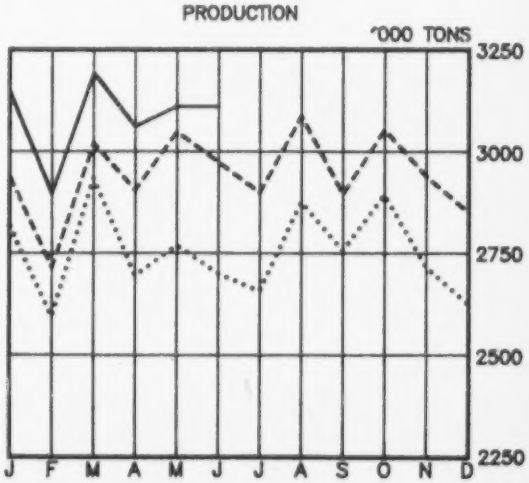
TOTAL PAPER

PRODUCTION



TOTAL PAPERBOARD

PRODUCTION



1985 ····· 1986 - - - - 1987 ——

F I B R O U S R A W M A T E R I A L S

(Thousands of Standard (128 cubic foot) Cords)

		YEAR 1985	YEAR 1986	FEBRUARY 1987	MARCH 1987	APRIL 1987	MAY 1987	Annual Rate Y-T-D 1987	% Change From Same Period Last Year
PULPWOOD									
Total U.S.	- Total Receipts	85,499	90,943	7,694	7,912	7,873	7,382	93,444	3.2
	- Total Consumpt	85,744	91,434	7,541	7,869	7,855	7,582	93,350	2.7
	- Residues *	30,464	32,755	2,656	2,715	2,783	2,629	32,441	-3.2
	- Inventories	5,046	4,794	4,900	4,891	4,950	4,557	4,557	-7.2
So. Atlantic	- Total Receipts	27,589	29,513	2,439	2,563	2,523	2,570	30,271	1.5
	- Total Consumpt	27,815	29,425	2,468	2,539	2,515	2,580	30,430	3.3
	- Residues *	7,970	9,343	732	718	721	748	8,890	-5.7
	- Inventories	1,117	994	856	875	922	963	963	-13.8
Northeast	- Total Receipts	7,430	7,277	664	618	502	511	7,154	-0.4
	- Total Consumpt	7,394	7,227	613	612	615	561	7,361	-1.5
	- Residues *	1,539	1,419	180	129	117	118	1,562	8.1
	- Inventories	544	484	542	535	430	402	402	11.7
South Central	- Total Receipts	29,786	31,790	2,630	2,874	3,007	2,565	33,425	6.4
	- Total Consumpt	29,914	32,113	2,622	2,804	2,812	2,561	32,640	2.7
	- Residues *	9,207	9,792	801	869	912	803	10,262	5.9
	- Inventories	1,198	926	910	924	1,101	1,062	1,062	-2.3
North Central	- Total Receipts	6,430	6,571	640	469	409	431	6,312	-0.6
	- Total Consumpt	6,296	6,730	538	575	551	547	6,715	1.0
	- Residues *	1,290	1,042	77	91	85	81	1,010	-7.7
	- Inventories	884	892	1,149	1,046	949	809	809	0.2
West	- Total Receipts	14,264	15,792	1,321	1,388	1,432	1,305	16,282	3.0
	- Total Consumpt	14,325	15,939	1,300	1,339	1,362	1,333	16,205	4.5
	- Residues *	10,458	11,159	866	908	948	879	10,716	-9.7
	- Inventories	1,303	1,498	1,443	1,511	1,548	1,321	1,321	-14.2

* - Consumption of Residues in Cord Equivalents. SOURCE American Pulpwood Association 22 Jul 87

U N I T E D S T A T E S T R A D E W I T H C A N A D A

IMPORTS FROM CANADA

	YEAR 1986 Tons	YEAR 1986 $000's	APRIL 1987 Tons	APRIL 1987 $000's	MAY 1987 Tons	MAY 1987 $000's	Annual Rate Y-T-D 1987 Tons	% Change From same Period Last Year
Pulpwood, Roundwood (in cords of 128 cubic feet)	59,490	4,224	14	1	92	14	1,418	-96.9
Pulpwood chips	723,257	19,488	34,085	778	43,184	1,205	345,845	-62.2
Wood Pulp, Total	3,949,414	1,422,180	333,673	141,735	353,286	148,203	4,420,810	17.3
Waste Fibrous Materials, Total	157,870	27,196	16,244	3,433	19,662	3,951	193,856	20.6
Paper, Board & Products, Total	9,963,486	4,467,761	877,751	411,749	900,452	417,895	10,652,443	9.0
Paper, Paperboard,Wet Machine Bd. & Constr. Paper & Bd.	9,842,154	4,268,820	864,805	390,127	888,279	398,565	10,498,881	8.8
Paper, Paperboard & Products	9,715,710	4,393,592	857,216	405,877	882,716	412,263	10,416,495	9.4
Paper & Paperboard, Only	9,594,378	4,194,651	844,270	384,255	870,542	392,932	10,262,933	9.2
Paper, Total	9,367,380	4,130,464	825,327	378,130	848,864	386,165	10,016,244	9.1
Newsprint	8,269,333	3,556,983	703,953	314,045	736,501	327,544	8,681,450	5.9
Printing, Writing & Rel. Pap.	868,628	457,685	100,710	52,621	90,080	46,893	1,062,862	34.4
Pack. & Ind. Conv. Paper	182,481	81,492	17,100	8,416	17,825	8,416	227,952	43.2
Special Industrial Paper	4,766	7,893	606	1,171	426	780	6,359	47.3
Tissue Paper	42,173	26,411	2,957	1,877	4,033	2,532	37,620	19.2
Paperboard, Total	226,998	64,187	18,943	6,126	21,678	6,768	246,689	13.1
Convtd Paper&Paperbd Products	121,332	198,941	12,946	21,622	12,173	19,331	153,562	30.7
Wet Machine Board	2,332	1,570	238	159	205	144	2,937	27.9
Construction Paper & Board	245,444	72,599	20,297	5,713	17,532	5,488	233,011	-6.8

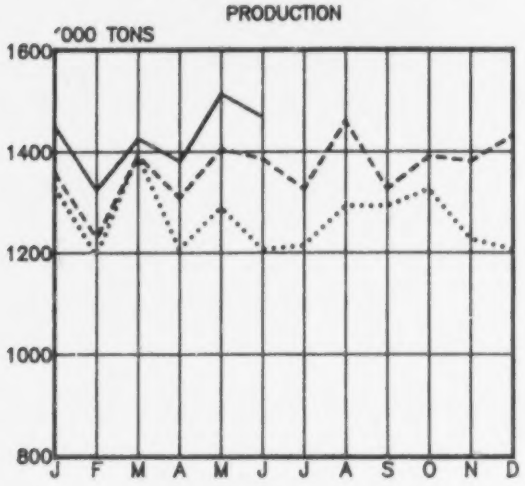
EXPORTS TO CANADA

Pulpwood, Roundwood (in cords of 128 cubic feet)	39,191	2,201	245	15	0	0	4,190	-89.1
Pulpwood chips	262,844	13,577	6,412	464	5,765	373	86,383	28.5
Wood Pulp, Total	262,353	76,591	18,380	6,471	17,619	5,911	199,222	-26.9
Cotton Pulp & Other Pulp	33,629	10,458	2,638	1,002	5,172	1,421	40,958	64.7
Waste Paper	226,215	23,254	24,439	2,486	19,736	2,044	252,187	43.6
Paper, Board & Products, Total	846,141	464,795	76,760	52,507	68,515	47,898	870,568	-4.2
Paper, Paperboard,Wet Machine Bd. & Constr. Paper & Bd.	691,355	315,820	57,560	34,523	50,427	30,324	665,397	-12.0
Paper, Paperboard & Products	816,282	452,239	73,004	50,823	65,508	46,455	836,029	-5.1
Paper & Paperboard, Only	661,496	303,265	53,804	32,839	47,420	28,881	630,859	-13.4
Paper, Total	278,911	200,168	24,460	21,180	21,810	19,070	295,978	-4.6
Newsprint	6,040	4,457	513	457	370	324	4,909	49.4
Printing, Writing & Rel. Pap.	121,167	99,480	11,840	9,561	10,362	8,625	140,927	14.3
Pack. & Ind. Conv. Paper	25,614	16,467	2,265	1,506	1,828	1,315	25,618	-13.1
Special Industrial Paper	122,874	75,189	9,502	9,066	9,007	8,444	120,961	-20.3
Tissue Paper	3,217	4,577	340	591	243	362	3,562	36.5
Paperboard, Total	382,584	103,096	29,345	11,659	25,610	9,812	334,881	-19.9
Convtd Paper&Paperbd Products	154,786	148,975	19,199	17,985	18,088	17,574	205,170	34.3
Wet Machine Board	10,728	4,638	1,223	496	972	466	11,776	24.7
Construction Paper & Board	19,132	7,918	2,533	1,188	2,034	977	22,763	25.4

SOURCE: Bureau of Census, Department of Commerce . E - Estimate of tonnage based on square foot data 22-Jul-87

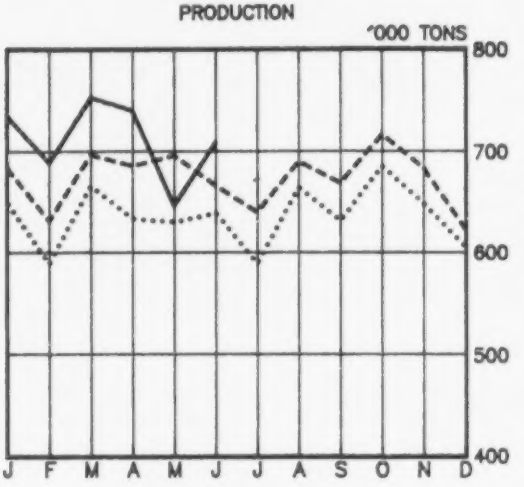
UNBLEACHED KRAFT LINERBOARD

PRODUCTION



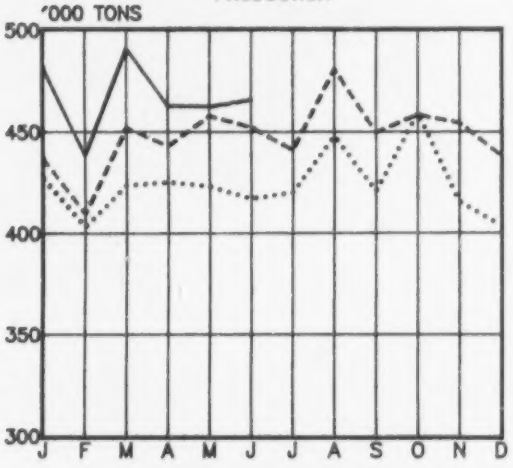
RECYCLED PAPERBOARD

PRODUCTION



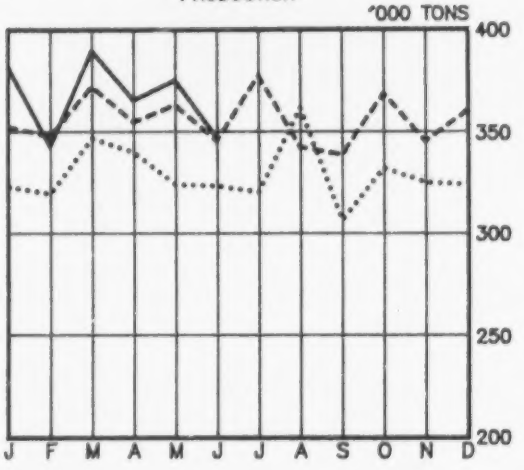
SEMICHEMICAL PAPERBOARD

PRODUCTION



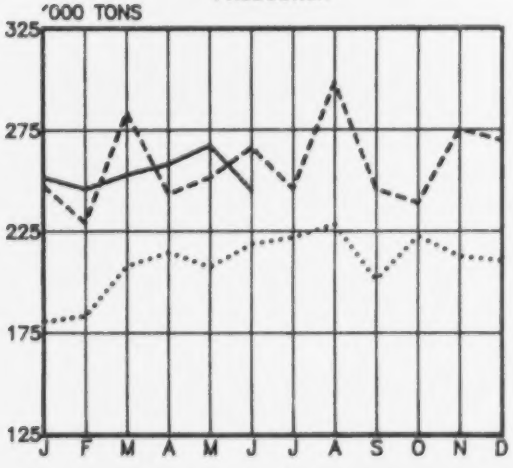
SOLID BLEACHED PAPERBOARD

PRODUCTION



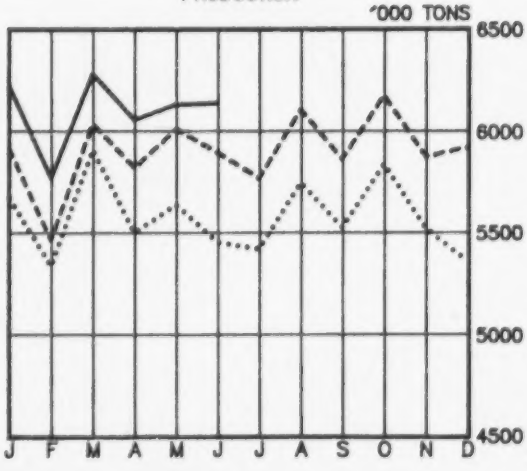
PAPERBOARD FOR EXPORT

PRODUCTION



TOTAL PAPER AND PAPERBOARD

PRODUCTION



1985 ····· 1986 - - - - - 1987 ———

IMPORTS

	YEAR 1986 Tons	YEAR 1986 $000	APRIL 1987 Tons	APRIL 1987 $000	MAY 1987 Tons	MAY 1987 $000	(1) Annual Rate YTD 1987 Tons	% Change from same Period Last Year
Pulpwood Roundwood (cords)	60,850	4,563	14	1	116	20	1,538	-36.84
Pulpwood Chips	724,828	19,642	67,301	788	43,216	1,215	498,686	-45.99
Total All Imports	16,722,474	7,874,736	1,460,196	735,045	1,459,359	737,444	17,317,425	9.21
Wood Pulp Total	4,581,760	1,601,378	377,149	162,240	387,634	163,822	4,910,537	9.09
Waste Paper	99,343	11,182	10,267	1,969	11,504	1,972	117,576	20.01
Other Fibrous Materials	104,969	26,326	7,501	2,775	10,465	3,384	95,185	-26.55
Paper Board & Products Total	11,936,452	6,035,850	1,065,279	563,361	1,049,756	549,598	12,714,117	9.57
Paper Paperboard Wet Machine Bd. & Construction Paper & Board	11,546,545	5,247,129	1,027,104	480,458	1,014,604	469,498	12,285,479	9.16
Paper Ppbd & Prds ex Cnst&WMB	11,596,808	5,928,457	1,037,538	554,524	1,023,665	541,022	12,393,984	10.00
Paper & Paperboard Only	11,206,901	5,139,735	999,363	471,622	988,512	460,921	11,965,345	9.60
Paper Total	10,925,453	5,051,917	967,500	458,798	956,187	449,340	11,576,126	8.63
Newsprint	8,587,507	3,682,351	740,100	328,261	760,641	337,529	8,994,919	5.63
Printing & Writing	2,029,302	1,179,802	200,092	112,791	167,013	94,254	2,209,518	19.04
Uncoated Groundwood	1,028,231	531,149	109,505	54,732	95,545	47,448	1,187,772	29.45
Coated Print.& Impreg. Pap.	501,382	359,495	51,324	35,499	37,253	25,547	562,345	26.74
Uncoated Free Sheet	453,638	254,627	36,249	19,706	30,137	18,241	403,778	-10.22
Uncoated Book	223,738	126,278	24,047	12,135	17,762	10,293	211,254	-8.89
Writing and Similar Paper	229,841	128,349	12,202	7,570	12,376	7,948	192,523	-11.93
Thin (except Cigarette)	45,351	33,831	2,911	2,726	3,998	2,961	54,693	22.69
Bristols	700	700	103	128	80	88	930	68.95
Total Pkg & Other Paper	242,571	146,212	22,656	14,481	22,872	13,648	315,210	41.19
Unbleached Kraft Paper	115,008	42,650	12,381	5,405	13,922	5,702	169,239	83.56
Other Pkg. & Indust. Paper	127,562	103,562	10,275	9,076	8,950	7,946	145,971	11.39
Tissue	66,073	43,552	4,652	3,265	5,661	3,909	56,479	-7.73
Paperboard, Total	281,448	87,818	31,863	12,824	32,326	11,582	389,220	49.14
Test or Containerboard	78,063	25,596	6,000	2,199	7,079	2,435	85,407	19.24
Semi-Chemical Corrugating	99,062	22,092	10,055	2,739	9,224	2,294	119,450	27.48
Other Paperboard	104,324	40,130	15,809	7,886	16,023	6,853	184,363	92.75
Convtd Paper&Paperbd Products	389,907	788,721	38,175	82,903	35,152	80,101	428,638	22.46
Paper Products, Total	361,517	730,257	35,358	77,622	32,099	74,870	392,596	21.60
Paperboard Products, Total	28,390	58,464	2,817	5,280	3,053	5,231	36,042	32.64
Wet machine Board	3,235	2,525	272	199	255	194	3,422	-5.56
Construction Paper & Board	336,409	104,868	27,470	8,637	25,836	8,382	316,711	-4.98
Notes								
Other: No Weight Avail. ($000)		212,338		18,373		19,176	213,807	12.06
Total Imports Incl. Other($000)		7,887,074		748,418		737,650	8,963,901	19.43

EXPORTS

Pulpwood, Roundwood (cords)	42,190	2,373	497	26	0	0	(1) 7,003	-84.16
Pulpwood Chips	2,428,333	170,032	261,496	19,601	150,266	11,064	2,173,200	-2.80
Total All Exports	13,171,872	4,655,557	1,185,766	486,949	1,174,684	478,599	14,022,475	7.34
Wood Pulp,Total	4,458,312	1,662,466	389,890	173,553	376,564	172,586	4,598,347	3.78
Cotton Pulp and Other Pulp	157,452	72,500	10,752	6,259	16,573	7,926	154,082	-19.14
Waste and Old Paper	3,748,711	411,076	348,776	46,052	370,424	46,373	4,167,972	13.09
Paper, Board & Products,Total	4,807,397	2,539,515	436,348	261,085	411,123	251,714	5,102,073	7.27
Paper,Paperboard,Wet Machine Bd. & Construction Paper & Board	4,250,900	1,853,726	384,395	193,239	356,046	182,963	4,442,867	4.58
Paper, Ppbd & Prod ex Cnst&WMB	4,713,355	2,487,618	427,173	256,072	402,492	246,054	4,996,345	7.19
Paper & Paperboard, Only	4,186,858	1,801,328	375,219	188,226	347,415	177,303	4,337,139	4.44
Paper, Total	883,689	642,597	89,709	69,787	68,546	61,266	897,614	5.52
Newsprint	392,228	194,549	39,527	24,252	24,797	15,742	359,322	14.88
Printing & Writing	190,656	185,271	19,341	17,686	18,129	19,744	217,030	9.55
Uncoated Groundwood	40,847	28,947	2,380	2,157	2,765	2,075	41,361	-14.67
Clay Coated Paper	78,248	57,856	10,598	6,578	7,585	5,856	93,383	13.38
Uncoated Free Sheet	50,140	71,354	4,569	6,710	5,342	8,983	56,899	14.45
Other Printing & Writing	21,420	27,114	1,795	2,241	2,437	2,830	25,386	44.61
Total Pkg. & Other Paper	284,048	241,426	26,043	24,845	22,928	23,353	292,633	-9.79
Unbleached Kraft	78,248	32,009	7,628	3,369	6,523	3,050	84,821	4.33
Other Pkg. & Indust. Paper	205,800	209,417	18,415	21,476	16,405	20,303	207,812	-14.52
Tissue	16,758	21,351	4,798	3,005	2,692	2,427	28,629	86.59
Paperboard, Total	3,303,169	1,159,231	285,510	118,439	278,869	116,037	3,439,525	4.16
Solid Wood Pulp	2,982,973	1,074,964	267,752	109,996	254,267	105,398	3,195,132	8.16
Total Linerboard	2,177,420	635,749	179,531	62,239	174,592	61,123	2,229,000	3.53
Bleached Kraft Linerboard	133,787	51,448	2,290	970	10,446	4,591	55,494	-63.74
Unbleached Kraft Linerbd	2,043,633	584,301	177,241	61,270	164,146	56,532	2,173,506	8.67
Other Unbleached Kraft	157,614	57,548	22,662	8,606	12,920	5,020	217,878	42.61
Other Bleached Kraft	571,298	359,954	58,635	36,603	56,847	35,956	664,861	15.24
Semi-Chemical Corrugating	76,641	21,713	6,924	2,548	9,909	3,299	83,394	17.12
Recycled Paperboard	320,196	84,268	17,758	8,442	24,602	10,640	244,393	-29.83
Convtd Paper&Paperbd Products	526,497	685,789	51,953	67,846	55,077	68,751	659,206	29.69
Paper Products, Total	240,171	456,429	25,307	47,008	25,148	44,755	286,926	24.32
Paperboard Products, Total	286,327	229,360	26,646	20,838	29,929	23,996	372,281	34.16
Wet Machine Board	18,893	7,259	2,216	828	1,735	832	21,782	12.90
Construction Paper & Board E	75,149	44,639	9,960	4,086	6,897	4,828	83,946	10.49
Notes								
Other: No Weight Avail. ($000)		7,298		853		734	8,024	0.24
Total Exports Incl. Other($000)		4,692,855		487,802		479,333	5,944,377	26.76

SOURCE: Bureau of Census, U.S. Department of Commerce. E - Incl. estim. of tonnage based on square foot data.
(1) Annual Rate Year-To-Date is in tons unless otherwise specified in item description.

PRODUCER PRICE INDEXES
1967 = 100

	1985	1986	MARCH 1987	APRIL 1987	MAY 1987	JUNE 1987	Annual Rate Y-T-D 1987	% Change from same Period Last Year
Pulp, Paper and Products except Building Grades	292.0	293.9	307.3	309.2	309.0	309.6	307.6	6.1
Pulp Paper & Products, ex. Building Grades & ex Waste Paper *	294.5	295.9	308.9	310.7	310.6	311.1	309.3	5.7
Total Wood Pulp	346.6	358.7	407.4	411.9	418.2	426.5	410.0	19.8
Total Paper	303.4	306.3	312.9	315.3	314.5	314.2	315.0	4.0
Total Paper, exc. Newsprint	298.8	300.4	302.3	301.7	300.6	300.3	304.0	2.3
Newsprint	332.9	326.1	342.2	342.7	343.1	343.1	342.4	5.7
Total Paperboard	274.6	271.9	292.6	295.8	296.2	295.1	293.4	9.8
Total Paper and Paperboard *	294.4	295.4	306.5	309.2	308.8	308.2	306.0	5.8
Converted Products	288.1	289.3	300.7	301.5	301.2	301.8	300.0	4.5
Waste Paper	148.8	172.8	213.3	218.8	217.5	221.8	211.3	45.8
All Commodities	308.9	299.8	302.8	305.1	307.3	308.5	300.9	0.9
Industrial Commodities	324.0	312.1	315.8	317.4	318.6	320.2	316.8	0.4

SOURCE: Producer Price Indexes: Bureau of Labor Statistics, U.S. Department of Labor * Computed by API

TABLE A
MAGAZINE DEMAND TRENDS

	(1) Advertising Pages Per Issue (61 magazines)	(2) Single	(3) Subscriptions	(4) Total
		Annual Combined Circulation Per Issue (millions)		
1980	71,310	90.9	189.8	280.7
1981	71,480	86.8	202.8	289.6
1982	69,188	85.4	211.8	297.2
1983	71,362	83.8	221.3	305.1
1984	74,082	81.8	231.8	313.6
1985	71,746	81.1	242.8	323.9
1986	70,750	77.7	250.9	328.5

Sources: Column (1) = API Printing-Writing Division
Columns (2-4) = Magazine Publishers Association

TABLE B
Paper and Allied Products Companies

Sales and Earnings

	Sales			Net Profit After Taxes			Earnings/Sales	
	1987	1986	Change 87/86	1987	1986	Change 87/86	1987	1986
	(Million Dollars)		%	(Million Dollars)		%	%	%
27 Paper and Allied Products Companies								
First Quarter	12,126	10,896	11.3	639.5	320.3	99.7	5.3	2.9
Second Quarter	13,197	10,855	21.6	819.6	514.4	59.3	6.2	4.7
First Half	25,323	21,751	16.4	1,459	835	74.8	5.8	3.8
4 Forest Products Companies								
First Quarter	3,996	3,307	20.8	204.9	80.8	153.6	5.1	2.4
Second Quarter	4,459	3,897	14.4	279.2	182.5	53.0	6.3	4.7
First Half	8,455	7,204	17.4	434	263	83.9	5.7	3.7

INDUSTRY FACT SHEET

AMERICAN PAPER INSTITUTE, INC.
260 Madison Avenue
New York, New York 10016

JULY 31, 1987

PRODUCTION (000 TONS)

	JUNE 1987	MAY 1987	JUNE 1986	FIRST SIX MONTHS 1987	FIRST SIX MONTHS 1986	% CHANGE YR TO DATE 1987/1986
PAPER GRADES						
Newsprint	490	500	463	2,858	2,791	2.4
Printing & Writing	1,702	1,684	1,620	10,096	9,636	4.8
Uncoated Groundwood (s)	121	123	124	764	752	1.5
Coated Paper (s)	569	554	503	3,315	3,021	9.7
Uncoated Free Sheet Paper (s)	903	891	868	5,329	5,153	3.4
Thin Paper (s)	18	19	22	117	129	-8.9
Cotton Fiber Paper (s)	15	13	13	83	78	6.1
Bleached Bristols (s)	76	86	91	488	503	-2.9
Tissue Paper	438	441	420	2,606	2,554	2.1
Total Pkg & Other Paper	409	396	419	2,555	2,570	-0.6
Unbleached Kraft Packaging & Indl. Converting (s)	249	233	273	1,560	1,680	-7.1
Other Paper	160	162	146	995	890	11.7
TOTAL PAPER	3,038	3,021	2,922	18,116	17,551	3.2
PAPERBOARD GRADES						
Unbleached Kraft Paperboard	1,588	1,626	1,509	9,236	8,746	5.6
Unbleached Kraft Linerboard	1,469	1,515	1,386	8,565	8,082	6.0
Other Unbl. Kraft Paperboard	119	112	122	671	664	1.1
Semichemical Paperboard	466	463	452	2,802	2,652	5.6
Bleached Paperboard	347	375	346	2,203	2,137	3.1
Recycled Paperboard	709	647	666	4,274	4,060	5.3
TOTAL PAPERBOARD	3,110	3,111	2,973	18,515	17,594	5.2
TOTAL PAPER AND PAPERBOARD	6,149	6,132	5,896	36,631	35,146	4.2

WOOD PULP (ALL GRADES)	MAY 1987	APRIL 1987	MAY 1986	First 5 Months 1987	First 5 Months 1986	% Change 87/86
Dissolving & Special Alpha	99	108	110	527	518	1.9
Bleached Sulfite	101	107	116	530	580	-8.6
Unbleached Sulfite	13	13	15	67	71	-6.7
Bleached & Semi-Bl. Sulfate	2139	2146	1965	10552	9935	6.2
Unbleached Sulfate	1703	1701	1753	8709	8529	2.1
Semichemical	346	350	340	1744	1689	3.2
Groundwood & Thermomechanical	475	457	467	2346	2284	2.7
TOTAL PULP DIVISION DATA	4875	4882	4766	24475	23606	3.7

(s) - Shipments
(s) - Shipments R - Revised
P - Preliminary

July 31,1987

	Full Year		INDUSTRY DATA 1986 - 1987			Ann. Rate Year - To - Date	% From Same Pd. Last Year
			R	P			
PAPER AND PAPERBOARD -- Tons (000)	1985	1986	April	May	June	1987	
Total Production (API).....: excluding :...	67,030	70,861	6,071	6,132	6,149	73,262	4.2
Total Seasonally Adjusted....:construction:...			6,068	5,940	6,096	72,474	4.2
Imports (including Products).: and wet :..E	11,106	11,597	1,038	1,024	1,015	12,358	10.5
Exports (including Products).: machine :..E	4,009	4,713	427	402	395	4,954	6.8
Apparent Consumption.....: grades :...	74,127 a	77,745 b	6,678	6,561	6,716	79,879 c	5.0
Paper Production % Tonnage Capacity.....	90.5 g	93.0 g	91.5	89.1	92.4	92.3 gh	-
Paperboard Production % Tonnage Capacity.....	90.0 g	94.4 g	96.5	95.4	97.9	97.3 g	-
			March	April	May		
IMPORTS.....:Including Construction and :...	11,521	11,936	1,091	1,065	1,050	12,714	9.6
EXPORTS.....: WMB Grades (excl. HPB) :...	4,077	4,807	435	436	411	5,102	7.3
			March	April	May		
MARKET WOOD PULP PRODUCTION - Tons (000).....	6,800	7,567	686	670	636	7,812	6.3
TOTAL WOOD PULP PRODUCTION - Tons (000).....	54,147	57,268	5,026	4,882	4,875	58,740	3.7
WOOD PULP IMPORTS - TONS (000).....	4,466	4,582	447	377	388	4,910	9.1
WOOD PULP EXPORTS - TONS (000).....	3,791	4,458	472	390	377	4,599	3.8
RAW MATERIALS CONSUMPTION - Tons (000)							
..PAPER AND BOARD MILLS : excluding :			March	April	May		
Wood Pulp.....:consumption for:.....	55,047	56,555	4,998	4,791	4,830	58,197	3.8
Waste Paper.....:construction & :.....	15,623	16,670	1,486	1,437	1,500	17,361	3.7
TOTAL.....: WMB grades :.....	70,670	73,225	6,484	6,228	6,330	75,558	3.8
PULPWOOD CONSUMPTION Cords(000)Amer.Pulpwd. Assn	85,744	91,434	7,869	7,855	7,582	93,350	2.7
EMPLOYMENT (000)			April	May	June		
Paper and Allied Products.....Total.....	677.7	674.3	673.5	675.1	681.2	675.4	0.6
Pulp, Paper and Board Mills.....Total.....E	252.3	248.5	245.1	245.1	247.0	246.3	-0.9
AVERAGE HOURLY EARNINGS OF PRODUCTION WORKERS ($)			April	May	June		
Paper and Allied Products.....	10.82	11.14	11.37	11.39	11.41	11.30	2.2
Pulp, Paper Mills.....E	13.11	13.58	13.88	13.99	14.00	13.85	3.2
Paperboard Mills.....E	13.60	14.01	14.28	14.22	14.23	14.11	1.6
CAPITAL EXPENDITURES, PAPER & ALLIED PRODUCTS			1986 Q4	1987 Q1	1987 Q2		
(Rept. by US Dept. of Com., Ann. Rates, Bill.$)*	8.59	8.76	8.69	8.03	8.48	8.48 y	-3.2
INDEX OF OUTPUT PER MAN-HOUR (1977=100).....			April	May	June		
:IN PULP, PAPER :...Production Workers.....	123.6	131.7	137.7	134.1	137.6	136.7	6.1
:AND BOARD MILLS:...All Employees.....	122.1	130.9	132.6	132.5	136.2	134.2	4.6
PAPER AND ALLIED PRODUCTS (Million $)			April	May	June		
Industry Shipments (Dept. of Commerce)*.....	97,664	109,582	9,451	9,547	9,636	113,642	7.9
Pulp, Paper and Paperboard*.....	41,830	46,632	4,023	4,056	4,100	48,698	9.9
Inventories (End of Period) - Total Industry*..	9,728	10,250	10,817	10,909	10,953	10,953	12.0
Pulp, Paper and Paperboard*.....	3,800	4,078	4,187	4,201	4,172	4,172	6.7
			1986 Q3	1986 Q4	1987 Q1		
Sales (Corporations Only).....	71,465	74,844	18,904	19,948	19,941	79,764	13.8
Earnings (Corporations Only).....	2,880	3,280	819	957	996	3,984	70.8
Depreciation (Corporations Only).....	3,099	3,389	843	883	951	3,804	16.1
Net Worth (Corporations Only).....	29,694	31,221	31,018	31,221	32,231	32,231	7.5
PRICE INDEXES (Bureau of Labor Stats)1967=100			April	May	June		
Pulp, Paper & Products, ex. Building Grades....	292.0	293.8	309.2	309.0	309.6	307.9	6.1
Wood Pulp.....	346.6	358.8	411.9	418.2	426.5	410.0	19.8
Waste Paper.....	148.8	172.8	218.8	217.5	221.8	211.3	45.8
Paper.....	303.4	306.3	315.3	314.5	314.2	315.0	4.0
Paperboard.....	274.6	271.6	295.8	296.2	295.1	294.1	10.1
PAPER DEMAND (INDEXED: 1977=100)			April	May	June		
Total Paper Production *.....	122.8	128.1	130.6	128.8	132.3	129.9	3.2
Paper New Supply *.....	128.7	133.7	137.3	136.1	138.6	137.0	4.6
Demand Indicators - (Weighted Average) *.....	142.0	149.3	154.2	156.1	156.3	154.2	4.6
Production of Nondurable Goods *...(21.2%).	125.3	130.9	135.7	136.1	136.2	135.2	4.5
Disposable Income .....*.(23.9%)	128.4	133.6	131.6	135.6	134.9	134.6	1.1
Total Printing and Publishing *...(54.9%).	154.3	163.3	171.2	172.8	173.4	170.1	6.0
Trend Factor			Not Available				
PAPERBOARD DEMAND (INDEXED: 1977=100)							
Total Paperboard Production *.....	114.3	122.6	123.7	126.5	122.9	126.1	5.3
Production for Domestic Use	112.8	119.5	120.8	123.6	119.4	123.3	5.7
Demand Indicators - (Weighted Average) *.....	120.1	122.1	124.5	124.2	124.8	124.5	2.3
Production of Consumer Goods *...(62.06%)	120.5	124.5	127.5	126.6	127.3	127.1	2.8
Production of Equipment *...(5.75%)	146.4	142.8	145.0	144.8	145.6	144.8	1.2
Production of Materials *...(32.19%)	114.5	113.9	115.2	115.9	116.4	115.8	1.7
Trend Factor			Not Available				
NEWSPRINT MARKETS			March	April	May		
Consumption by Publishers - Tons (000).....	12,773	13,158	1,143	1,136	1,183	13,109	2.4
Newspaper Pub. and Printing Empl. Total(000)...	454	461	457	458	459	458	-0.4
PRINTING AND FINE PAPER MARKETS							
MAGAZINE ADVERTISING PAGES (PIB, Inc.).....	155,545	153,300	13,384	13,791	13,637	148,418	-2.1
WHOLESALERS SALES AND INVENTORIES (Million $)							
Total Paper & Pap. Prdcts.,ex Wallpaper..Sales	36,798	40,521	3,800	3,772	3,558	43,438	10.3
Inventories (End of Period).	3,267	3,552	3,574	3,568	3,608	3,608	9.0
FIBRE BOX DATA (Fibre Box Association)			April	May	June		
Fibre Box Shipments (Million square feet).....	267,451	283,921	25,601	23,630	25,620	294,412	4.5
Container'bd Inventory at Mill & Plant(000Tons).	2,549	2,238	2,375	2,383	2,442	2,442	5.2
RETAIL TRADE (Million $)			April	May	June		
Total Retail Sales *.....	1,372,853	1,445,568	124,960	124,546	125,077	1,484,070	5.0
Nondurable Goods Stores Sales *.....	859,316	882,505	76,825	76,863	76,969	918,072	4.5
GENERAL ECONOMIC DATA			April	May	June		
TOTAL INDUSTRIAL PRODUCTION (INDEX 1977 = 100)*..	124.2	125.1	127.3	128	128.2	127.8	2.2
PRODUCER PRICES(ALL COMMODITIES)(INDEX 1967=100).	308.7	299.8	305.1	307.3	308.5	304.5	0.9
CONSUMER PRICES (ALL ITEMS) (INDEX 1967 = 100)...	322.2	328.4	337.7	338.7	340.1	336.7	3.0
			March	April	May		
TOTAL CONSUMER CREDIT OUTSTANDING - (Billion $)..	531	586	574.1	577.9	580.1	580.1	6.7
GROSS NATIONAL PRODUCT - ANNUAL RATE ($Billion$)..			1986 Q4	1987 Q1	1987 Q2		
G.N.P. or Expenditure - Current $.....	4,010	4,235	4,288	4,378	4,449	4,413	5.3
G.N.P. or Expenditure - 1982 $.....	3,607	3,713	3,732	3,772	3,796	3,784	2.2

lb/capita

Pap&Papbd Othr Totl Popul(mil)

.a - 620 + 18 = 638 239.3

.b - 644 + 17 = 661 241.6

.c - 656 + 17 = 673 243.2

.e - estimated by API

f - Wood Pulp Production excludes def., explo. & scrngs.

g - Adjusted for holiday shutdowns

h - Adjusted to Conform with API Division data

j - Census unpublished data; standard dev. = 5 - 8%

Q - Quarter

R - Revised

y - Full year estim. by U.S. Dept. of Com.

* - Seasonally Adjusted.

FIBROUS MATERIALS

Production of chemical paper grade market wood pulp was at a record-high 6.6 million tons per year in the first half of 1987, 7.7% ahead of its year-ago level. Shipments, however, were up only 2.1%; last year a relatively large amount of shipments came from inventories, while so far this year nearly all the shipments came from current production. Inventories of these pulps at producers were equivalent to 15 days of supply as of the end of June 1987 compared to 21 days as of the end of June 1986 and 27 days as of the end of January 1986.

The gain in shipments was more or less equally divided between shipments to the domestic market and shipments for export. The largest gains were recorded in shipments to Latin America; shipments to Western Europe showed a smaller gain, while shipments to Japan declined slightly.

Total wood pulp production was at a record-high rate 58.7 million tons per year in the first five months of 1987, 3.7% above its year-ago rate. The chemical paper grade pulps increased 3.9%, with the other grades showing somewhat smaller gains.

The table on page 5 presents revised data on consumption of wood pulp at paper and paperboard mills. The new data show that wood pulp consumption accounted for 77.0% of the total wood pulp plus waste paper consumption in the first five months of 1987. The revised wood pulp consumption data are benchmarked to the 1985 data presented in the recently-issued Bureau of Census' annual report, Current Industrial Reports, Pulp, Paper and Paperboard (MA 26A-1).

SALES AND EARNINGS OF PAPER AND ALLIED PRODUCTS COMPANIES

Data on sales and earnings of 27 paper and allied products companies reported in the press for the first two quarters of 1987 show patterns of strong gains. For example, total sales for these companies in the second quarter of 1987 were 16% above their year-ago level and 8.8% above their first quarter 1987 total. After-tax earnings were 59% above their year-ago level in the second quarter. The first half 1987 total showed sales up 16% and earnings up 75%.

Sales and earnings of these companies had increased sharply from the first to fourth quarters of 1986 and then, as indicated above, showed further strength in the first two quarters of 1987. The year-to-year percentage changes must be considered in relation to that 1986 growth pattern.

In addition, there were several large mergers during 1986, and the present companies did not restate their 1986 sales and earnings data to take these mergers into account. The percentage calculations noted above are based on 1987 data as reported and 1986 data that includes the sales and earnings totals of the merged companies.

The data are summarized in Table B on page 10.

MARKET FACTORS THAT INFLUENCE MAGAZINE PAPER DEMAND

The magazine industry is a major consumer of coated papers, most notably coated grades #4 and #5. Paper shipments to magazine publishers from U.S. producers declined 5% in 1985, but then rebounded by nearly the same amount last year. Year-to-date shipments through June of 1987 exceeded their year-ago level by 1.2%.

Magazine paper consumption is influenced by two key variables: ad page counts and circulation. Advertising page counts are very sensitive to the ups and downs of the economy. The U.S. economy experienced vigorous growth during 1983 and 1984 as it rebounded from the 1981-82 recession: real GNP posted a 3.6% gain in 1983 and then advanced 6.4% in 1984. Bolstered by the strong economy, magazine ad page counts increased 3.1% in 1983 and 3.8% in 1984. However, real GNP growth subsequently moderated to 2.7% in 1985, and ad page counts contracted 3.2%. In 1986, a 2.5% increase in real GNP was associated with a 1.4% decline in ad pages. Real GNP is expected to expand by about 2.5% this year, but ad page counts were off 2% through May, according to the Publishers Information Bureau.

Magazines have been losing market share relative to the other print media and to electronics. Their share of total real advertising revenues slipped from 6.3% in 1978 to 5.3% in 1985 and 5.1% in 1986. The sluggish performance of the economy contributed to the more recent setbacks because magazine advertising revenues tend to be more cyclical than total advertising revenues.

In a break with past patterns, magazine ad rates actually outpaced network TV rates last year. With its many categories of specialized programming, Cable TV may also emerge as a competitive threat to magazines. Nearly 46% of TV households were hooked into Cable in 1986, up from 20% in 1980, and Cable TV ad revenues soared from $58 million in 1980 to $900 million in 1986. On the other hand, network TV audiences are becoming more fragmented as the audience for cable TV grows. This could enhance magazines' position as an advertising medium.

Magazine circulation edged up just 1.4% in 1986, following a 2.8% gain in 1984 and a 3.3% advance in 1985. (See Table A, page 10.) Trend growth for the 1980-86 period averaged 2.7% a year. Long-term gains in magazine paper consumption have mainly stemmed from new magazines and increased sales of existing publications; advertising pages have exhibited considerable year-to-year volatility, but have not achieved any long-term gains since the late 1970's.